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#SAGconf

#SAG2026

The Global Conference for Software Architecture

# Sponsoring Kit

**November 16-19, 2026 | Berlin**

**Expo: November 17-18**

Presented by  iSAQB

In cooperation with

 heise conferences



# Network. Learn. Grow.

The **iSAQB® Software Architecture Gathering 2026** is the international conference highlight for all those working on solution structures in IT projects: primarily software architects, software developers, and quality assurance professionals, but also system analysts who want to communicate better with their developers. A selection of the best-known international experts will share their practical knowledge on the most important topics in modern software architecture.

The **International Software Architecture Qualification Board (iSAQB®)** presents the conference in cooperation with **heise conferences**.



## SAG 2026 in Numbers

2

Days Expo &  
Conference

55+

Conference  
Sessions & Keynotes

4

Days Conference  
& Workshops

65+

Top Speakers

10

Power Workshops

8

Conference  
Tracks

# Why sponsor SAG 2026?

**Whether you're looking to attract talent to your team or spread awareness of your company, sponsoring SAG is a great way to support and connect with our global community of software architects.**

If you're looking to connect with Software Architects, showcase your product and spread brand awareness, we'd love to find a way to create meaningful interactions between you and our dedicated audience of Software Architects and technologists.



Present your know-how, products and solutions to an exclusive target group.



Use SAG as a networking platform and establish contacts with potential customers and employees.



Benefit from marketing campaigns to increase awareness.



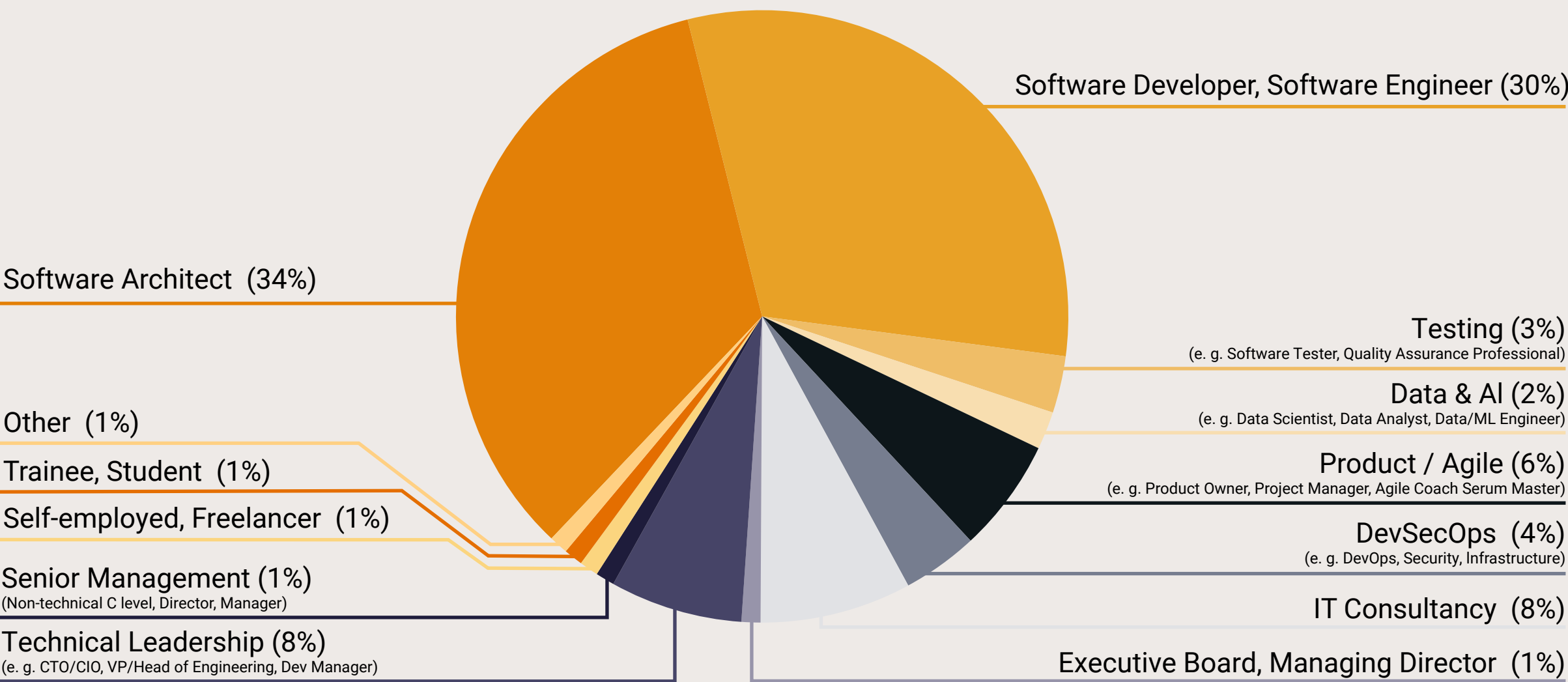
Generate high-quality leads for your sales team.



# Audience overview

All data is based on 365 attendees from Software Architecture Gathering Conference 2025

## What they do



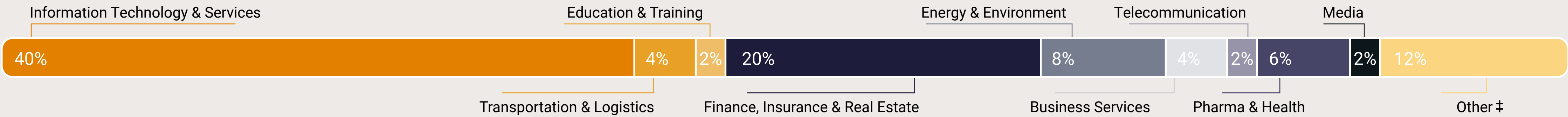
## Is this your first time at SAG?



## Would you take part in the SAG again?



## Where they work



‡ Others include: Gaming, Recruitment, Real Estate, Travel, Sport & Retail

# SAG 2025 was proudly supported by

## Platinum Sponsors



## Gold Sponsor



## Silver Sponsors



## Bronze Sponsor



# Sponsorship Packages

If you have any questions about the benefits included in these packages, feel free to reach out your personal contact (page 8)

| ABSTRACT OF THE SPONSOR PACKAGES                                                                                           | Bronze<br>€ 2,600 | Silver<br>€ 4,900                      | Gold<br>€ 6,900                        | Gold plus<br>€ 7,500                   | Platinum*<br>€ 9,900                   |
|----------------------------------------------------------------------------------------------------------------------------|-------------------|----------------------------------------|----------------------------------------|----------------------------------------|----------------------------------------|
| Lecture (45 minutes) or Power Speech (15 minutes) in the conference programme (incl. Q & A)                                | –                 | –                                      | –                                      | 15 min. (incl. Q & A)                  | 45 min. (incl. Q & A)                  |
| Branded Lanyard or pocket sponsorship                                                                                      | –                 | –                                      | –                                      | –                                      | <div></div>                            |
| Exhibition space                                                                                                           | –                 | 4 sqm (2 m x 2 m)                      | 6 sqm (3 m x 2 m)                      | 6 sqm (3 m x 2 m)                      | 8 sqm (4 m x 2 m)                      |
| Booth equipment                                                                                                            | –                 | 2 bar stools, 1 bar table, electricity | 3 bar stools, 2 bar table, electricity | 3 bar stools, 2 bar table, electricity | 4 bar stools, 3 bar table, electricity |
| Advertising in iX 11/2026 (published on 23th Oct 2026)                                                                     | –                 | –                                      | 1/4 page (media value 2,180 Euro)      | 1/4 page (media value 2,180 Euro)      | 1/2 page (media value 3,660 Euro)      |
| Lead gen via app scanner and supply of contact data                                                                        | –                 | <div></div>                            | <div></div>                            | <div></div>                            | <div></div>                            |
| Pocket supplement                                                                                                          | –                 | can be added for 500 Euro              | <div></div>                            | <div></div>                            | <div></div>                            |
| Leads from the heise campaign                                                                                              | –                 | every second lead                      | all leads                              | all leads                              | all leads                              |
| Email marketing – logo and URL in the subscriber newsletter                                                                | <div></div>       | <div></div>                            | <div></div>                            | <div></div>                            | <div></div>                            |
| App integration: profile and banner advertising in the event app                                                           | <div></div>       | <div></div>                            | <div></div>                            | <div></div>                            | <div></div>                            |
| Invitation to the speakers’ and sponsors’ dinner on the eve of the conference**                                            | <div></div>       | <div></div>                            | <div></div>                            | <div></div>                            | <div></div>                            |
| Company logo on conference advertisements in iX and c’t magazine                                                           | <div></div>       | <div></div>                            | <div></div>                            | <div></div>                            | <div></div>                            |
| Company logo displayed on break slides in the lecture rooms, on main stage banner and continuously on screens in the foyer | <div></div>       | <div></div>                            | <div></div>                            | <div></div>                            | <div></div>                            |
| Company logo and profile on official website and hyperlink to own homepage***                                              | <div></div>       | <div></div>                            | <div></div>                            | <div></div>                            | <div></div>                            |
| Announcement of your sponsorship via Social Media                                                                          | one time          | one time                               | one time                               | one time                               | two times                              |
| Tickets for booth staffing, speakers, employees and / or customers.                                                        | 1                 | 2                                      | 3                                      | 3                                      | 4                                      |
| Discount (in %) on additional conference tickets                                                                           | 20                | 20                                     | 20                                     | 20                                     | 20                                     |

Exhibition space: Booth size listed in width in m x depth in m.  
Leads from the heise campaign: Participants who agree to a transfer when registering & who are won through the heise lead campaign on site  
\* Platin: limited to two sponsoring packages  
\*\* max. in the number of tickets included  
\*\*\* Company profile: max. 1,000 characters text incl. spaces





The International Software Architecture Qualification Board (iSAQB®) is an association of leading experts from industry, consulting firms, and science. As a non-profit organization, the iSAQB develops technological standards and certifications in the field of software architecture. The main goal of the iSAQB is to standardize and continuously improve the education and training of software architects internationally. As holder of the international certification system Certified Professional for Software Architecture (CPSA®), the iSAQB itself does not conduct any training courses or examinations. It does, however, establish training and examination regulations, accredits training organizations as well as independent certification bodies and defines the necessary processes.

Heise, stands for independent journalism and high-quality training for tech professionals. We provide the know-how you need for your job – not only through the magazine, but also via conferences and iX workshops under the roof of heise conferences. Our topics range from software development to IT management, from system administration to cloud technology, from IT security to data science and AI. The focus of iX conferences and workshops lies on professional qualification and knowledge exchange of participants. The speakers are highly qualified in their area of expertise and are selected by the editorial team to guarantee vendor independence and relevance.



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